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IDENTIFIERS	*Adopt a School; PF Project; *San Diego County Department of Education CA

ABSTRACT

The San Diego County (California) Adopt-A-School program, established in the spring of 1982, is a partnership program that has paired San Diego schools at all grade levels with local businesses, military commands, and service organizations. The purpose of Adopt-A-School is to foster better understanding of public schools in San Diego, strengthen and improve school programs, create a climate of involvement and interaction between business and schools, and involve the community in preparing for its own economic future. The benefits to the students have been in many areas including career education, role modeling, tutoring, and counseling. Some of the benefits the adoptors have shared have been improved public relations and an opportunity for input into the school curriculum. More than 150 adoptions were made in the first year. Participants have included the Hewlett Packard Company, the United States Navy, and the Pacific Telephone Company. Public officials at the local, state, and national levels have endorsed the program. A list of school districts, schools, and their adoptors is included in a brochure which explains the program to the business community. This document was selected by the Association of California School Administrators (ACSA) Task Force on Public Confidence as descriptive of a promising practice or exemplary project worthy of highlighting for the California educational community. (EM)

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OUTSTANDING PROGRAM DESCRIPTION FORM

Name of School, District or Agency: San Diego County Office of Education

Grade Levels: K - 12

Address: 6401 Linda Vista Road

Telephone: (619) 292-3500

City: San Diego

State: CA Zip: 92111

Name of Contact Person: Dr. Carol Pugmire

ACSA Region: 18

Name of Course, Program, Project or Policy

San Diego County Adopt-A-School Program

Date of Operation of Program or Project: Currently in operation. Initiated in the Spring of 1982.

In 300 words or less please describe your program specifically enough for others to follow. Please include your program's
(1) primary purpose (how it benefits students)
(2) participants (grade levels of students, professional staff, community persons, etc)
(3) evaluation data (if available)

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Adopt-A-School--San Diego Style--is a unique partnership program that has paired San Diego County public schools with local businesses, military commands, and service organizations. The program has been cited by President Reagan as a national model. Public officials at the local and state levels have also endorsed San Diego's Adopt-A-School efforts. The benefits to students have been in many areas, including career education, role modeling, tutoring, and counseling. Improved public relations and staff morale, along with the opportunity to provide input into the school curriculum, are some of the benefits that have been shared by adopters. Both schools and adopters have gained in the improved communications and understanding between them.

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NAME Carol Pugmire DATE 2-8-84

Enclose supporting or descriptive materials and return to ACSA Public Confidence Task Force, Public Relations Department, 1517 L Street, Sacramento, CA 95814.

Superintendent of Schools
DEPARTMENT OF EDUCATION
SAN DIEGO COUNTY
6401 Linda Vista Road
San Diego CA 92111-7399
(619) 292-3500

ADOPT-A-SCHOOL SAN DIEGO STYLE

While school-business partnerships have infused campuses across the nation with new energy and resources, nowhere have the partnerships had a greater, more immediate impact than in San Diego.

Foremost among San Diego's partnership programs is Adopt-A-School. Initiated in the spring of 1982, the San Diego County Adopt-A-School program incorporates County Superintendent of Schools Dr. Gerald A. Rosander's philosophy of strong and committed partnerships with all segments of the local community.

"One of the things that makes our program successful is the quality of the partners we have attracted," Rosander said. "Of course, we're delighted to have forged more than 150 adoptions in our first year, but what makes each of those partnerships special is the level of commitment that each partner exhibits."

Rosander's slogan--"a handshake, not a handout"--is central to each partnership in San Diego. "Without that strong commitment on the part of both partners, you really can't expect anything extraordinary to happen," he said. "But with it, there is huge potential for both schools and their partners."

Among the better-known participants in San Diego's program are the Hewlett-Packard Company, United States Navy, San Diego Chargers and Padres, Pacific Telephone Company, and Great American Federal Savings Bank. In addition, public officials at the local, state, and national level have all endorsed the program.

"The economic and military security of the nation depend heavily on the quality of our education system," said Assistant Secretary of Defense Dr. Lawrence J. Korb, in addressing the audience at the U.S.S. CAPE COD's adoption of Kimball Elementary School. "We therefore intend to build upon San Diego's creative model of combining local resources and initiative wherever we have defense installations."

All grade levels are taking part in the San Diego County program. Activities common to virtually every partnership include tutoring, counseling, and career education lessons presented by adopter representatives. Other activities have ranged from pen-pal programs between students and Navy ships at sea, to picnics with convalescent patients; from computer training for teachers and students, to on-the-job experience for students in newspaper, bank, and retail business offices. Still other unusual activities include reading competitions between students and adopter personnel, overnight stays--and round-the-clock career education--for students aboard Navy ships, student and teacher internship programs in the scientific community, and holiday dinners at teachers' homes for Navy personnel without local family ties.

For more information, contact Dr. Carol Pugmire, Director
Communications Unit (619) 292-3710
San Diego County Office of Education

Gerald A. Rosander • Superintendent of Schools
DEPARTMENT OF EDUCATION
SAN DIEGO COUNTY
6401 Linda Vista Road
San Diego CA 92111-7399
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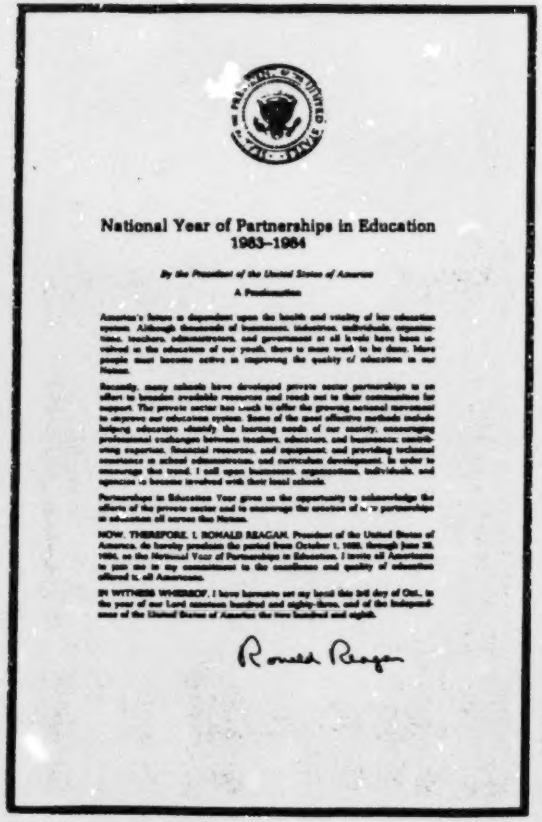
SELECTED ACTIVITIES IN ADOPT-A-SCHOOL PARTNERSHIPS

* Career education by company representatives
* Tutoring by company representatives
* Field trips to adopter companies
* School clubs sponsored by adopters
* Summer teacher training courses offered by adopters
* Summer and after school jobs for students
* Students shadow employees on the job
* Student work displayed at adopting companies
* Outstanding students rewarded with additional time at adopting company
* Student performers provide entertainment at adopting company
* Adopting companies make presentations at parent meetings
* Adopters donate materials and supplies to schools
* Job application and interview techniques discussed by adopter representatives
* Mini-courses provided by adopters
* Adopters assist in campus beautification projects
* Adopters provide unusual playground equipment for schools
* Company representatives assist with school performances
* Companies help with school fund-raising efforts
* Adopters sponsor school contests: art, writing, photography, spelling
* Student scholarships provided by adopters
* Health screening performed by adopter representatives
* CPR courses offered by adopters
* School facilities used by adopter companies
* Adopters participate in Career Day activities

BOARD OF EDUCATION: Carl Forrester • Ann Navarra • Jack Port • Joseph Rindone, Jr. • Amy Villalobos

* Adopters take part in science projects
* Adopters participate in book-reading competitions with students
* Adopters and teaching staffs take part in mixed athletic contests
* School staff meetings are held at adopter companies
* Adopter representatives give presentations on outside interests
* Holiday greeting cards written to adopter personnel from students
* Newspaper space turned over to students to fill with stories, advertisements
* Student test papers graded by adopter representatives
* Companies use school equipment
* English-as-a-second-language courses offered to adopter personnel
* Newspapers donated to schools for classroom purposes
* Adopters provide instruction in nutrition, fitness, drug abuse, goal attainment
* Students visit adopter personnel who are ill
* Women adopters give presentations on Women in Management
* Curricula developed by teachers in adopter-sponsored training programs is used by adopters in employee orientations
* News-tip system established for students to phone in newspaper information
* Athletic clinics conducted by adopters
* Students take adopter representatives in picnics, fishing trips
* Adopters help with vocational education classes at schools



National Year of Partnerships in Education
1983–1984

By the President of the United States of America

A Proclamation

America's future is dependent upon the health and vitality of her education system. Although thousands of businesses, industries, individuals, organizations, teachers, administrators, and government at all levels have been involved in the education of our youth, there is much work to be done. More people must become active in improving the quality of education in our Nation.

Recently, many schools have developed private sector partnerships in an effort to broaden available resources and reach out to their communities for support. The private sector has much to offer the growing national movement to improve our education system. Some of the most effective methods include bridging education's ultimate the learning needs of our country, encouraging professional exchanges between teachers, educators, and businesses, contributing expertise, financial resources, and equipment, and providing technical assistance in school administration, and curriculum development. In order to encourage this trend, I call upon businesses, organizations, individuals, and agencies to become involved with their local schools.

Partnerships in Education Year gives us the opportunity to acknowledge the efforts of the private sector and to encourage the creation of new partnerships in education all across this Nation.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the period from October 1, 1983, through June 30, 1984, as the National Year of Partnerships in Education. I invite all Americans to join me in my commitment to the excellence and quality of education offered to all Americans.

IN WITNESS WHEREOF, I have hereunto set my hand this 3rd day of Oct., in the year of our Lord nineteen hundred and eighty-three, and of the Independence of the United States of America the two hundred and eighth.

Ronald Reagan

"San Diego is uniquely suited to the establishment of a strong and viable partnership between business and education. The **ADOPT-A-SCHOOL** Program is a community undertaking which exhibits our best available resources and capabilities. The blending of such rare talent, expertise and diversity enables us to positively affect the lives, education and future of our children and community."

Dr. Gerald A. Rosander
Superintendent of Schools
San Diego County
Office of Education

For more information on the
ADOPT-A-SCHOOL Program

Please call . . .
Dr. Carol Pugmire
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San Diego County
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(619) 292-3710

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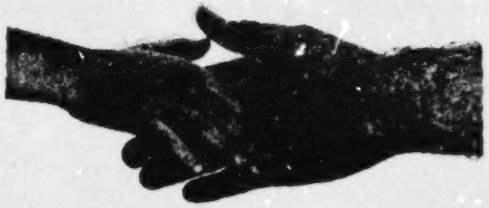
6401 Linda Vista Road, San Diego, California 92111-7399

ADOPT-A-SCHOOL



A Partnership Between the Business Community and Public Schools

What can *YOU* do?

What's in it for *YOU* and *YOUR* business?

BEST COPY AVAILABLE

Quality Education Is Everybody's Business

ADOPT-A-SCHOOL
is a partnership between
a business or community group
and a public school in
San Diego County.
Each partnership is
uniquely designed
to bring about positive outcomes
for all those involved.

The purpose of
ADOPT-A-SCHOOL is to:

- Foster a better understanding of the public school system within the San Diego community.
- Strengthen and improve school programs.
- Create a climate of involvement and interaction between businesses and schools.
- Involve the community in preparing for its own economic future.

You will benefit when you ADOPT-A-SCHOOL

- You will have the opportunity to directly affect the quality of your public schools and, ultimately, your community.
- You will be making an investment in tomorrow's leaders, employees, and consumers.
- You will enhance your own image within the community through your efforts to benefit students.
- Your employees will have the opportunity to become involved in the community.
- You will help students to understand the business world and to prepare themselves for careers.
- You will build a positive public attitude toward the schools through your contributions of time and talent.
- You will have the enjoyment of helping young people.

What can you do with your adopted school?

The possibilities are limitless.

Choose from activities which are needed at your school and which your business can provide. Some suggestions . . .

- Present a class or a mini-course on computers, science, electronics or in other specializations.
- Establish courses at your place of business in special skills areas.
- Tutor students.
- Assist with programs to motivate students.
- Serve on an advisory committee or a curriculum committee.
- Establish an extra-curricular club in such activities as photography or electronics.
- Conduct tours of your place of business. Invite students to shadow you at work.
- Present awards for outstanding students, both academic and athletic.
- Establish a scholarship fund.
- Speak at a school assembly.
- Provide internships or job placement.
- Donate surplus materials and equipment.
- Display student work at your place of business.

San Diego Unified School District (Continued)
Peninsula Chamber of Commerce and Pt. Loma High School
Point Loma Rotary and Point Loma High School
Radio Shack and Bird Rock School
San Diego City Fire Fighters, Local 145 and Wangenheim Junior High School
San Diego Clippers Basketball Club and Marston Junior High School
San Diego Unified School District (Continued)
San Diego Gas & Electric and Memorial Junior High School
San Diego High School Alumni Association and San Diego High School
Sea World, Inc., and Clairemont High School
Silvergate-Midway Lions Club and Twain Independent Learning Center
Solar Turbines, Inc., and Mission Bay High School
Southwest Bank and Jerebek Elementary School
Sun Savings & Loan Assn. and Curie Elementary School
Trepte Construction Co. and University City High School
U.S. Navy Surface Warfare Officers School and Schweitzer School
World Trade Association of San Diego and San Diego High International Studies Program

SAN DIEGUITO UNION HIGH SCHOOL DISTRICT
The Citizen and San Dieguito High School and Torrey Pines High School
Del Mar Cablevision and Torrey Pines High School
Del Mar Rotary and Torrey Pines High School
Del Mar-Solana Beach Optimists Club and Earl Warren Junior High School
Encinitas Ford and Torrey Pines High School
Harloff BMW-Chevrolet and Oak Crest Junior High School
Hughes Industrial Products Division and San Dieguito High School
McDonald's and Torrey Pines High School
San Dieguito National Bank and Sunset Continuation High School
Southwest Bank of Encinitas and San Dieguito High School
TRW-LSI Products Div. and Oak Crest Junior High School

SAN MARCOS UNIFIED SCHOOL DISTRICT
Rancho La Costa and San Marcos High School

SANTEE SCHOOL DISTRICT
Exchange Club and Carlton Oaks School
USS FREDERICK and Cajon Park School

SOLANA BEACH SCHOOL DISTRICT
Home Savings of America, Solana Beach Branch and Solana Vista School

SOUTH BAY UNION SCHOOL DISTRICT
Imperial Beach Rotary and Harbor View School
Mervyn's Department Store-Southland Plaza and Nestor School
Naval Amphibious Base and Sunnyslope Elementary School

SWEETWATER UNION HIGH SCHOOL DISTRICT
Great American Savings & Loan and Sweetwater High School
Naval Fleet Training Center and Southwest High School
San Diego Padres and Castle Park High School
USS ALAMO and Castle Park Junior High School
USS BRISTOL COUNTY and Montgomery Junior High School

VALLEY CENTER SCHOOL DISTRICT
Lawrence Welk's Village Center and Valley Center Middle School

VISTA UNIFIED SCHOOL DISTRICT
Elks Club and California Avenue School
Noontime Kiwanis and Bobier Elementary School
Radio Shack, Carlsbad and Grapevine Elementary School
Radio Shack, Escondido and Beaumont Elementary School
Radio Shack, Vista and Vista High School
Radio Station KMLO, Vista Sports and Photo, and La Jolla Bank and Vista High School
Rancho Vista Bank and Washington Middle School
Santa Barbara Savings and Loan Assn. and Olive Elementary School
Southwest Bank, Santa Fe Branch and Crestview Elementary School
Sunrise Kiwanis and Alta Vista High School and Sierra Vista High School

SAN DIEGO COUNTY OFFICE OF EDUCATION BUSINESS/EDUCATION PARTNERSHIPS PROGRAM

September 1982 - January 1984

BORREGO SPRINGS UNIFIED SCHOOL DISTRICT
Anza-Borrego State Park and Borrego Springs Elementary and Borrego Springs High School

CAJON VALLEY UNION SCHOOL DISTRICT
Ametek, Straza Division and El Cajon Valley Junior High School
Big Oak Ranch and Naranca School
B. Dalton Booksellers and Greenfield Junior High School
El Cajon Kiwanis and Johnson Avenue School
El Cajon Valley Hospital and Lexington School
Grossmont Hospital and Fuerte School
Systems West and Flying Hills School

CARDIFF SCHOOL DISTRICT
San Elijo State Beach Campground and Cardiff School and Ada W. Harris School

CARLSBAD UNIFIED SCHOOL DISTRICT
Burroughs Corp. and Valley Junior High School
Carlsbad Cablevision and Carlsbad High School
Computerland and Kelly School
Hughes Helicopters and La Palma High School
Jazzercise Corporate Headquarters and Magnolia School
Radio Shack and Buena Vista School
Safeway Store-Tamarack Avenue and Jefferson School
Southwest Bank, Carlsbad Branch and Pine School

CHULA VISTA CITY SCHOOL DISTRICT
Price Bazaar and Harborside School
San Diego Sockers and Palomar School

CORONADO UNIFIED SCHOOL DISTRICT
Naval Air Re-Work Facility and Coronado High School
North Island Naval Air Station and Crown School

ENCINITAS UNION SCHOOL DISTRICT
Home Savings of America, Encinitas Branch and Ocean Knoll School
Southwest Bank of Leucadia and Capri School

Gerald A. Rosander
Superintendent of Schools
San Diego County Office of Education

ESCONDIDO UNION SCHOOL DISTRICT

Escondido National Bank and Orange Glen School
Escondido Noon Optimists and Opportunity School
Escondido Rotary and N. Broadway School
Escondido Village Mall Merchants Association and Rose School
Escondido Vineyard and Nicolaysen Center
Hidden Valley Bank and Hidden Valley Middle School
Home Federal Savings & Loan and Grant Middle School
Mitsubishi Bank and Del Dios Middle School
Palomar Memorial Hospital and Oak Hill School
San Diego Wild Animal Park and Miller School
Southwest Bank and Conway School
Times-Advocate and Central School

GROSSMONT UNION HIGH SCHOOL DISTRICT

Crocker Bank of Lemon Grove and Skyline High School
Lakeside Soroptimists and Kiwanis and El Capitan High School
North Island Naval Air Station and El Cajon Valley High School
Teledyne Ryan and Helix High School

JAMUL-LAS FLORES UNION SCHOOL DISTRICT

Daily Californian and Jamul School and Oak Grove Middle School

LA MESA-SPRING VALLEY SCHOOL DISTRICT

California First Bank and Casa De Oro School
Crocker Bank and Rolando School
Fletcher Hills Kiwanis and Fletcher Hills School and Parkway Junior High School
Grossmont Hospital and Spring Valley Junior High School
Kaiser-Permanente Medical Care Program and Spring Valley Elementary School
La Mesa Courier and Lemon Avenue School
San Diego Trust and Savings Bank and Lemon Grove Junior High School
Spring Valley Kiwanis and Bancroft School
Tandy Corp. and Maryland Avenue School
U.S. Elevator Co. and La Presa Junior High School
USS DUBUQUE and Avondale Elementary School
USS BELLEAUWOOD and Rancho Elementary School
Valle De Oro Bank and Murdock School
Whittaker Corp. and La Mesa Junior High School

LEMON GROVE SCHOOL DISTRICT

Imperial Savings & Loan and Vista La Mesa Elementary School
San Diego Trust & Savings Bank and Lemon Grove Junior High School
USS CUSHING and San Miguel Elementary School

NATIONAL SCHOOL DISTRICT

Paradise Valley Hospital and Ira Harbison School
Porter International and Lincoln Acres School
San Diego Sockers and Central School
Sweetwater Skating Center and National School District
USS CAPE COD and Kimball School
USS MONTICELLO and John A. Otis School

OCEANSIDE UNIFIED SCHOOL DISTRICT

Bank of America and Oceanside High School
The Blade-Tribune and Libby School
Congressman Ron Packard and Congressional Staff Office and Clair W. Burgener School
Southwest Bank, Oceanside Branch and Pacifica School

POWAY UNIFIED SCHOOL DISTRICT

Alpha Beta, Los Penasquitos and Rolling Hills Elementary School
California First Bank, Los Penasquitos and Sunset Hills Elementary School
Century 21-Northcutt and Sundance School
Downey Savings and Loan, Rancho Bernardo and Chaparral Elementary School
First Interstate Bank, Rancho Bernardo and Westwood Elementary School
Hewlett Packard Company and Poway High School
La Jolla Bank & Trust Co., Poway and Pomerado Elementary School
Los Rancheros Kiwanis and Los Penasquitos School
Lou Grubb Chevrolet and Toyota and Garden Road School
National Cash Register (NCR) Corp. and Meadowbrook Middle School
Oak Industries, Inc. and Mt. Carmel High School
Pomerado Hospital and Midland Elementary School
Poway Chamber of Commerce and Valley Elementary
Poway Honda and Black Mountain Middle School
Rancho Bernardo Civitan Club and Poway Special Education Program
Rancho Bernardo Convalescent Hospital and Abraxas High School
Southwest Bank of Rancho Bernardo and Painted Rock Elementary School
TRW and Twin Peaks Middle School and Tierra Bonita Elementary School

RANCHO SANTA FE SCHOOL DISTRICT

Home Savings of America, Rancho Santa Fe Branch and Rancho Santa Fe Elementary and Middle Schools

SAN DIEGO UNIFIED SCHOOL DISTRICT

Action Instruments, Inc., and Lindbergh Elementary School
Altrusa Club of San Diego, Inc., and Mission Del Navajo Soroptimists and Garfield Independent Learning Center
Black Business Assn. and Black Leadership Council and Lincoln High School
Clairemont Hospital and Hale Junior High School
College Park Hospital and Clay Elementary School
COMBO and Young Audience Inc. and Balboa Park Program
Computer Merchant and Layfayette School
Cubic Corp. and Taft Junior High School
Dunphy Construction Co. and Johnson Elementary School
Electron Beam Corp. and Miramar Ranch Elementary School
Fieldstone Construction Co. and Sandberg Elementary School
General Dynamics, Convair Division and National Management Assn., Convair Chapter and Morse High School
General Dynamics, Electronics Div. and National School Management Assn., Electronics Chapter and Serra Junior-Senior High School
Hillside Hospital and Hillcrest-Mission Hills Kiwanis Club and Grant Math/Science Magnet School
Home Savings of America - Mira Mesa Branch and Ericson Elementary School
Imperial Airlines, Inc. and the ROP's Division of Air-Transportation Occupations
Intellicon, Inc., and Marcy Elementary School
IVAC Corp. and Mira Mesa High School
Kiwanis Club of North Park and Emerson Elementary School
Kiwanis Club of Scripps/Mira Mesa and Twain Mesa Independent Learning Center
Kiwanis Club of University-San Diego and Twain Eastern Satellite School
Midway Towne Center and Barnard School
Miramar Naval Air Station and Hickman Elementary School
Mira Mesa Junior Women's Club and Breun Elementary School
Monitor Labs and Wangenheim Junior High School
Naval Air Re-Work Facility and Morse High School
Naval Human Resources Management Center and Farb Middle School
Naval Ocean Systems Center and San Diego Council of Black Engineers and Gompers Secondary School
Pacific Telephone Co. and Lowell Elementary School
Pardee Construction Company and Walker Elementary School
Peninsula Bank of San Diego and Correia Junior High School